

THE WORLD'S LARGEST CHOCOLATE SHOW PRESENTS

6TH EDITION

SALON DU
CHOCOLAT^{CHOCOLAND®}
BEIRUT



14 - 16 November | 3 - 10 pm | Seaside Arena
Special trade access on 14 November | 12 - 3 pm

SALONDUCHOCOLATBEIRUT.COM

WELCOME TO THE WORLD OF CHOCOLATE

Salon du Chocolat Beirut is a show dedicated to those passionate about chocolate.

Bringing together professional chocolate tasters, chocolatiers and chocolate enthusiasts, Salon du Chocolat Beirut showcases the products of more than 60 exhibitors and comprises several events, including gourmet workshops with over 30 pastry chefs.

The show is held alongside the ninth annual Beirut Cooking Festival and forms part of Gourmet Week.

EVENTS AT THE SHOW

- **Fashion Show** - a unique runway with chocolate dresses made by well-known chefs and fashion designers
- **Choco Démo** - workshops with leading pastry chefs
- **Salon du Chocolat Junior** - the chocolate tasting area for kids
- **Chocolate Sculpture Competition** - a contest to create the most extravagant sculpture from a single block of chocolate
- **Cake Design Competition** - the ultimate cake design challenge



“The internationally renowned event continues to entertain audiences in major cities around the world”



The annual exhibition for
chocoholics
looking for the latest trends and new
products from around the world

VISITORS' PROFILE

Salon du Chocolat Beirut attracts more than **15,000+** chocolate enthusiasts with medium to high purchasing power. It is popular with professionals and home bakers who are interested in the latest trends and products.

EXHIBITORS' PROFILE

- Chocolatiers
- Confectioners
- Pastry shops
- Lebanese sweet shops
- Ice-cream shops (traditional and artisanal)
- Chocolate importers and producers
- Suppliers of ingredients, equipment and materials



Book your stand

9m² stand for 1,980 USD

Special offer: 9m² stand + a full page ad in Taste & Flavors magazine for 2,750 USD

• Prices are subject to 11% VAT

- 2,000m²+ dedicated to pastry shops, chocolate producers and distributors
- 100+ participants:
 - 60+ exhibitors
 - 30+ chefs
 - 12 fashion designers
- 20+ workshops and demonstrations

SPONSORSHIP OPPORTUNITIES

From stand space to sponsorship, there are exciting opportunities throughout the show to suit your requirements. Benefit from effective marketing and PR activities to maximize your visibility.

General	USD + 11% VAT
Platinum sponsor	15,000
Gold sponsor	12,000
Silver sponsor	10,000
Bronze sponsor	7,000

Special Events	
Gold sponsor	7,000
Silver sponsor	4,000
Bronze sponsor	2,500
Friend of the event	1,500

Effective Advertising	
Official show bags (including production)	4,500
Exhibitors' lanyards (excluding production)	3,000
Pillar banner at registration area (including production)	3,000
Uniform branding (hostesses and ushers)	2,500
"Invitation brought to you by"	2,500
Product figure outside registration area (excluding production)	2,500
Entrance door logos	2,000
Flyer distribution in visitors' bags (excluding production and logistic expenses)	2,000
Product display station (for two stations, excluding production)	2,000
Interactive floor tiles (for 10 floor tiles, including production)	1,500
Advertisement in Taste & Flavors magazine (full page, half page, quarter page)	1,730 / 1,100 / 785
Banner on website homepage	1,500
Shuttle bus /cart branding (per shuttle)	1,500
Side banner on website	750
Live mascot circulating in the exhibition aisles (per day)	500
Logo on the giant floor plans at the entrances	500
Ad in pocket guide	500

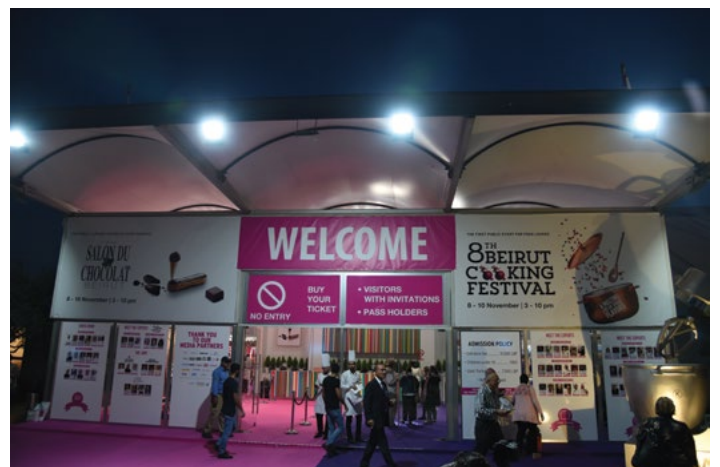


DYNAMIC ADVERTISING

- Nationwide billboard campaign
- Radio campaign on leading radio stations
- Advertisements and articles in general interest magazines
- Advertising campaigns in leading newspapers
- Presentation of the event on all major talk shows on Lebanese and pan-Arab TV stations
- 75,000 invitations
- 20,000 flyers
- 3,000 posters
- 50,000 sms
- 62,000 targeted e-newsletters
- Banners on leading websites
- Social media campaign
- Special invitation/campaign done with social associations

THE ORGANIZER

Founded in 1993, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events. The firm's annual events include HORECA Lebanon, The Garden Show & Spring Festival, Travel Lebanon, Beirut Cooking Festival, Salon du Chocolat Beirut and Whisky Live Beirut. It has also franchised-out HORECA to Saudi Arabia, Kuwait and Jordan. In parallel, Hospitality Services produces three publications with dedicated digital platforms: Hospitality News Middle East, a go-to source for the latest news, trends, developments and industry forecasts; Taste & Flavors, a lifestyle and cooking reference; and Lebanon Traveler, a tourism magazine.



THE VENUE

Seaside Arena is located in the heart of Downtown, on the Beirut waterfront.

AN EVENT BY



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